

# Notable Trends & Solutions in Volunteering

| TREND  | SOLUTIONS   |
|--|---|
| There are multitudes of motivations for volunteering (gain new skills, job experience, helping community, meet friends, fulfill an obligation such as high school graduation, and more). | <ul style="list-style-type: none"><li>❑ Interview volunteers to find out what their motivations are</li><li>❑ Place volunteers in positions that match their needs</li></ul>  |
| Volunteers (especially Baby Boomers) expect challenging and interesting assignments and expect to be treated professionally.   | <ul style="list-style-type: none"><li>❑ Broaden the ways volunteers are utilized in the organization (direct service, administrative help, professional services, outreach, PR)</li></ul>   |
| People are interested in working for causes, not organizations.  | <ul style="list-style-type: none"><li>❑ Track volunteer and client impact (qualitative and quantitative)</li><li>❑ Use impact findings in marketing materials</li><li>❑ Add mission and/or vision to position description</li></ul> |
| Family and group volunteering are growing in popularity.   | <ul style="list-style-type: none"><li>❑ Group volunteer opportunities</li><li>❑ Create one-time opportunities</li><li>❑ Provide childcare during opportunities</li><li>❑ Focus events on nights or weekends</li></ul>               |
| Volunteers are coming from a broader cross-section of our society (e.g., growing number of professionals, seniors, youth, unemployed, ethnically diverse).                               | <ul style="list-style-type: none"><li>❑ Target recruitment to professionals, youth, retired people, ethnic groups, etc.</li></ul>   |
| Volunteers have increasing demands on their time and look for short-term (episodic) volunteer opportunities.   | <ul style="list-style-type: none"><li>❑ Design episodic (short-term) positions</li><li>❑ Develop positions that can be done off-site (e.g., in volunteer's home, office)</li></ul>  |
| Most volunteers are employed.  | <ul style="list-style-type: none"><li>❑ Offer flexible hours &amp; locations</li><li>❑ Organize a substitute system of volunteers</li></ul>   |
| Nearly all volunteers need more flexibility and find it difficult to commit to regular hours.  | <ul style="list-style-type: none"><li>❑ Efficient use of volunteer time</li></ul>   |